HONOLULU STAR-BULLETIN, MONDAY, AUGUST 30, 1915.

U. S. Troops Ready to Give Raiders Warm Reception; Monterey Invested

[Associated Press by Federal Wireless]
EL PASO, Texas, August 36.—Another Mexican plot to cross the border and raid contiguous American territory has been foiled, according to ritory has been folled, according to despatches received here last night from Dongias, Arizona. It is said that American officials have intercepted the conspiracy there and that any attempt at a raid in the vicinity will be met with troops. The plot is laid to supporters of General Villa.

General Villa's attack on the Carranza forces at Monterey is expected to begin tomorrow. Villa is known to have gathered a large body of troops in the vicinity of Monterey and to be nning to take the town by storm

planning to take the town by storm. The Carranza garrison is reported to be prepared to meet the attack.

Villa's new move is interpreted here as a strong bid for recognition by the Pan-American conference which has been organized to set Mexico's house in order. Failing in that, it is said. Villa is counting at least upon the effect it will produce, in the expectation that he will not be counted out as a factor in the Mexican ed out as a factor in the Maxis

noded. There were no loss this new outbreak.



pic Lodge, No. 371; Stat-

Hawallan Lodge, No. 21; Special, Third Degree; 7:30 p. m. THURSDAY-

Oceanic Lodge, No. 371; Special, First Degree; 7:30 p. m. Aloha Temple, A. A. O. N. M. S .: Stated; 7:30 p. m.

CHOFIELD LODGE EDNESDAY-

Work in Second Degree; 7:30

HERMANNS SOEHNE

Versammlungen in K. of P. Hall. ag, August 2 and 16. Montag, September 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretair.

NOLULU LODGE NO. 1, MODERN

Will meet at their home, corner Beretania and Fort streets, every eastern front with the exception of Thursday evening at 7:30 o'clock. northern Courland, where Grand Duke FRANK MURRAY, Secretary.



## THREE MEXICAN DRUG SMUGGLERS ARRESTED IN SAN BERNARDINO

[Associated Press by Federal Wireless] SAN BERNARDINO, Cal., Aug. 30. Trailing of a gang which was suspected of smuggling marihuana, a Mexican drug, into the United States, by officers of California, has resulted the discovery that the marihuana has been grown in this vicinity. Three Mexicans have been arrested and several tons of the plant confiscated. Funeral Services Held Over (Special by Marconi Wireless to Ha- President Asano Says Com-Marihuana is a narcotic plant reputed to cause insanity in persons drinking an infusion of its leaves or smoking

TRANSPORT SUNK; 1000 CANADIANS DROWN IS REPORT. BERLIN, Germany, Aug. 30 .- Pasengers who have arrived via Rotterdam bring information of the torpedo-ing of a British transport off the Eng-lish coast, with the loss of 1000 Canadian recruits. The transport is re-

TURKS CLAIM VICTORIES ON GALLIPOLL

of whom 1000 were saved.

30.—The Allies have renewed their attack on the Gallipoli peninsula from both land and sea, according to an official report of the Turkish war of loe, but the attacks have broken

The enemy's losses are said to have been large on the land, where its at-tacks were repulsed by the Turkish right and center wings.

"Our artillery," says the statement, "repeatedly hit cruisers and trans-

ZEPPELIN RAIDS OF NO
MILITARY VALUE—BALFOUR,

LONDON, Eng., Ank. 30.—Not a single soldier or sallor has been killed or wounded as a result of the many Zerpelin raids on the British isles, according to a statement yesterday by Arthur J. Baltour, Brst\*lord of the admiralty.

CONFER ON SUBMARINE WAR. BERLIN, Germany, Aug. 29.—The question of the German naval policy in respect to the further use of sub-marines against unarmed shipping in the English blockade, and the subject

portant conference held yesterday by the lenders of the empire.

The discussion took place at the headquarters of the German army on the eastern front, to which the kaiser, who headed the conference, had summoned the imperial chancellor. Dr. von Bethmann-Hollweg: Admiral von Tirpitz, commander of the German high sea fleet, and Admiral von Mueller, naval adviser.

RUSSIAN MINISTRY

BLAMED FOR DEFEAT.

LONDON, Eng., Aug. 29.—At a meeting in Moscow yesterday, attended by the leading business men and publicists of central Russia, resolutions were passed condemning the present ministry and demanding a change.

Because of the failure of the cabinet ministers to show themselves equal to their task in the crises the empire is facing, the resolution recommends a reorganization of the ministry under an energetic premier.

energetic premier.

BULGARS STILL ON FENCE.

BERLIN, Germany, Aug. 30.—Bulgaria has postponed signing the proposed treaty with Turkey whereby she would benealt by the concession of land and which might induce her to remain neutral, the Overseas News Agency says in a despatch from Sofia.

"The quadruple entente has declared that such action at the present time would be regarded as wilfully unfriendly," the despatch says, "but nevertheless Turkey and Bulgaria are in complete agreement."

GERMAN LOSS HEAVY.

AMSTERDAM, Netherlands, Aug. 29. The published list of losses issued the Prussian war department show that up to August 24 the Prussian ualties have amounted to 1,740,838 uding killed, wounded and missing These figures would bring the total German losses for the same period up to two and a half millions.

TEUTON ATTACKS BEATEN BACK: AIRSHIPS IN RAIDS.

PARIS. France, Aug. 30.-Violent Germans in the region of Maria The rese and in the forest of Maincourt but have been repulsed, says last night's official report of the war office. French aviators are again active. raids having been made on German military establishments in the Ardennes and Argonne regions.

LONDON, Eng., Aug. 30.-The Gernan pursuit of the retreating Russian armies shows no abatement. According to despatches from Berlin progress is reported all along the northern Courland, where Grand Duke CHARLES HUSTACE, JR., Leader. Nicholas is effectively blocking the nath of the invaders Berlin claims that the Russian resistance southeast onolulu Longe, 616, E. P. O. E. of Kovne has been broken.
meets in their hall, British Active.

on King St., near Following closely the reports of an Fort, every Friday expansion of the British front in Belevening. Visiting ginm, which would indicate that part brothers are cor of Kitchener's new army is being ially invited to at transported rapidly to the front, come intimations that the long anticipated C. J. McCARTHY, E.R. drive of the Allies in the west will H. DUNSHEE, Bes | be undertaken in October,

# TO CHEYENNE WELCOME TO U.S.

Victims of Presidio Fire: **Garrison Mourns** 

ren, Mrs. Pershing's father.

orted to have been carrying 2000 men Senator and Mrs. Warren, General Pershing and his son Warren, the only surviving child will escort the bodies on their last journey.

## FORMER SECRETARY OF NAVY LONG IS DEAD

(Associated Press by Federal Wireless) HINGHAM, Mass., Aug. 29.—Hon. ohn Davis Long, former governor of Massachusetts and secretary of the navy in the cabinets of President Mc-Kinley and Roosevelt, died suddenly at his home here last night, of tates tinal troubles.

Governor Long was born in 1838, inline. He entered public life in 185 is a member of the Massacl ouse of representatives, becoming 1879 and governor in 1880.

## **OREGON FOREST FIRES** GROW SERIOUS MENACE

en forest fires are raging within a radius of a hundred miles of this city, three of them being of such an extent as to cause alarm lest the timber belt in the Cascades be seriously daming yesterday capsized control and a call for help in fighting them has been sent cut. This belt ing yesterday capsized QUAKES IN them has been sent out. This help is being rushed to the hard pressed fire

waii Shinpo.) SAN FRANCISCO, Cal., Aug. 29.-The labor council here yesterday ex-tended official welcome to Mr. Suzuki, [Associated Press by Federal Wireless] the representative of the Japanese la-SAN FRANCISCO, Cal., Aug. 30.— bor organizations, who is delegated to Brigadier-general Pershing arrived represent the Japanese unionists at here yesterday to take the bodies of the international labor convention to his wife and his three small daugh- be held. President Murphy of the Fedren, Mrs. Pershing's father.

The Presidio was in mourning during the day. Brief services were held eration for the benefit of the laborers of all countries.

In addition to the Persia, which will soon come under the T. K. K. flag, the company will have two and possibly ing the day. Brief services were held eration for the benefit of the laborers over the four bodies before they were of all countries.

SULPHUR SPRINGS, Texas, Aug.

# AUTOMOBILE UPSETS: KILLS ONE, HURTS THREE

Associated Press by Federal Wireless] SEATTLE, Wash, Aug. 30,-Capt. Robert Turner, federal inspector of boilers here, was killed, and his wife and two friends were injured when an automobile in which they were driv-ing vesterday capsized.

QUAKES IN ITALY

tess of the altuation and presage the district yesterday. There was no dam-

Home Course in Advertising

PURPOSES OF THE COURSE:-(1) To increase

returns for the relailer who now advertises. (2) To show

the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and

manufacturer a cautious method to create demand and

increase good-will. (4) To prepare the person with latent

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence

sourse which costs \$95. The entire 90 lessons will be

CHAPTER LXXII.

DEALER COOPERATION AND MEDIA SELECTION.

the dealers the country over you will find that that gen-

eral media will create big business for them is not beyond

challenge. You will hear them say: "Yes, but what are

you going to do for us?' In other words, they know that

that which will sell the goods for them is the local news-

paper advertising, either over their name or not, as the

conditions may demand. Incidentally, just think what

it would mean if your salesman could say to the customer.

You will need a little bigger stock this time. We are go-

ing to advertise in your local newspapers. We are after

largely by your plan of distribution. If you want the

dealer's cooperation you may decide differently in regard

to advertising details than if you did not care whether

the dealer gave you his aid in the promotion of your

cooperation. And analysis of distribution problems has

shown that the dealer, in systems where he is a part of

the distributive machinery is all important. He controls

the situation in a majority of cases. Fifty-five out of one-

hundred times he tells the customer what particular kind of a certain class of goods that customer wants to buy.

cago publishers. They sent circulars to Chicago consum-

That ratio is based on an investigation of some Chi-

The big virtue of newspaper advertising is this dealer

So in this way the question of media will be decided

the dealer's cooperation."

product.

As H. Cray Dare has said: "If you will interview

given exclusively with this newspaper free of charge.

doertising ability for a place in this new "profession."

pany Will Put Three More Steamers on Run

Associated Press by Federal Wireless) SAN FRANCISCO, Cal., Aug. 29.— President Asano of the Toyo Kisen Tokio on the Shinyo Maru, states that ters, suffocated in a fire in their quar-ters at the Presidio on Friday, to the burial plot of the family at Cheyenne, Wyoming, the home of Senator War-held no race prejudices, working only the withdrawal from the transpacing

three more liners on the run as soon is these ships can be built.

The two Marus now running from Japan in the South American trade which sall direct from Honolulu to San Pedro, will, in the future, make San isco as their first and main Cali-

## STEAMER RAMMED AND UNK IN SEATTLE DOCK

(Associated Press by Federal Wireles SEATTLE, Aug. 30.—The steams Admiral Watson, a vessel of 1256 t 30.—Two negroes who, resisting are rest, shot and killed the sheriff here the and San Francisco, was ramined by the steamer Paraiso, a vessel of posse and burned at the stake in a statement of his visits to the Mexican leaders.

The general declined to make any statement of his visits to the Mexican leaders.

He is said to have found Villa in a conciliatory frame of mind, but to have failed to convert Carranza, and burned at the stake in a statement of his visits to the Mexican leaders. miral Watson was killed by flying timbers, but there were no other casual-ties. It will be an easy task to raise the Admiral Watson.

## REMINGTON WORKERS SHOW DISCONTENT

While efforts are being made to bring to an end some of the eight strikes already on here, word was passed out by the unionists last night that a strike in the Remington Arms plant is threatening. The pollshers and braziers are now in conference with the management, presenting the torus

### MORE BRITISH GOLD AND SECURITIES FOR J. P. MORGAN & CO.

[Associated Press by Federal Wireless] NEW YORK, N. Y., August 30.—Auother huge consignment of Britsh gold securities has reached New York for the purpose of strengthening Eng-land's credit in the United States. A hipment of \$22,000,000 in gold and \$25,000,000 in securities arrived here yesterday from London by way of Halifax. The gold and securities were consigned to J. P. Mcrgan & Co. They came here under a heavy guard, every precaution being taken to provide gainst conspiracies

## WAR ORDERS START UP STEEL FOUNDRY AT GRANITE CITY

(Hawali Shinpo by Federal Wireless) GRANITE CITY, Aug. 29.-The American Steel Foundry's plant here, which closed in November of last year, is to reopen on September 6, with a force of 1000 hands. The activities in the steel trade due to the war is the cause of the resumption of work.

# SCOTT RETURNS FROM MISSION OF PEACE

[Associated Press by Federal Wireless] WASHINGTON, D. C., August 30.— Maj.gen, Hugh L. Scott, chief of staff, has returned to the capital from Mexlcc, where he interviewed General.
Villa and General Obregon, the Carranza commander, in the interest of
the pacification plan adopted by the
Pan-American diplomats.

The general declined to make an

He is said to have found Villa in conciliatory frame of mind, but to

# LOS ANGELES MILITIA WINS INTERSTATE SHOOT

ted Press by Federal Wireless] Los Angeles riflemen of the national EPORT, Conn., Aug. 29.— guard are the winners of the instants are being made to bring state shoot held last July, in w

upon which they will consent to remain at work. The general situation are you? Pat-Shure it was because is quiet.

ers asking them how they were influenced to buy goods. Exactly 55 per cent of those who replied said they depended entirely upon the statements by the retail dealer.

The manufacturer, in order to get his goods into the homes must have the support of the retailer, and that support can't be forced if 55 per cent of the people are going to depend upon what their merchants tell them. If the manufacturer is going to spend some money in an effort to create a demand among the consumers, let him help the dealer with local advertising. There is more to be gained through this cooperation than along any other lines. If the dealer refuses to have anything to do with the goods, all the advertising the manufacturer can do to reach the consumer won't be anywhere near worth its

The dealer can negative and sometimes turn into into failure a well organized and otherwise successful national campaign. If the man in the store does not lend cooperation to sell to the consumer who comes into the store the articles you have advertised, then the demand that your advertising has created may be diverted at the last moment to something else.

The positive side of the dealer's cooperation which newspaper advertising makes possible, is that the dealer can feel the direct result of the advertising. He feels the direct effect the advertising exerts upon the consumer, because the next day after the ad appears in the newspaper the women in his neighborhood come in and ask for the goods advertised. This advertising also has an effect on the dealer himself. He reads the ad and feels the additional enthusiasm as to your goods. Through that fact he thus thinks more of your goods. Practically, it almost makes the dealer seem to boast that he has your goods, for if he were not proud of the fact, he would not announce that he carried your line.

That interpretation naturally keeps the dealer keen to push your goods. Thus he involves himself in a cooperation which he otherwise might not give. However, there is an objection to putting the dealer's name under the ad. Many dealers refuse to have their names appear under the same ad which includes the names of their competitors. They want to have their name appear alone. If you grant that privilege, then the other dealers whose names were not under the ad may become antagonized against your goods, and you will have less cooperation than if you ran no advertising at all. There is always that dilemma. The salesman in the field must decide how the question shall be solved, because he knows the local conditions in a given community. Those local conditions will determine whether the names of none, or one or more should be listed on the newspaper ads as local dealers.

In any event, the probability is that more dealer cooperation can be secured by localized advertising of this kind than by the use of general media.

Mysterious Explosions in Three Separate Powder Mills; Police Allege Plot

NEW YORK, N. Y., August 30. Apparent attempts to wreck three widely separated munition plants all engaged on the filling of war contracts for the Allies, were made yesterday, in each case the affair being set down as "unexplained" or "mysterious." The efforts at crippling the plants were accompanied by the loss of two lives. The first affair was reported from The first affair was reported from Wilmington, Delaware, where two of the powder mills of the Dupont Company were blown up. The loss of material and in plant is heavy, while two of the employes were killed. The Wilmington reports at the that the cause is undetermined.

At Actor, Massachusetts, an explosion destroyed the rights will of the

of the war and the I

working on a subc

brought cheer to the war an

## **GUNS ON U.S. WARS** TO HAVE LONGER R

Associated Press by Federal WI perts having so re giving the guns this possible are which is almost doubling the pre-limit of elevation, the guns will be an increased range and can be free with increased accuracy.

ST. PAUL, Ming.-Resolutions the meeting to protest against continued shipment of inunities war to Europe, were adopted by National Pederation of Ger American Catholic Societies in

al convention here.

"Every American citizen de the war," said President Joseph of New York, "and as America zens they should protest again activities by Americans This certainly is not a relitical or national questic

"She's an old maid. That provided that she couldn't get a hunband "Not at all. It may indicate that she was more particular than some never see you exhibiting your hunbar

ful miseral to B